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WHAT IS CLAIMED IS:

A fuel dispensing system, comprising:

a fuel dispenser for pumping fuel in response to dispenser control signals applied thereto;

a pump controller for generating said dispenser control signals, said pump controller having a communications interface adapted to receive transaction signals from said fuel dispenser and to transmit said dispenser control signals from said pump controller to said dispenser;

an intermediary module coupled to said communications interface and to said dispenser, said intermediary module adapted to intercept said transaction signals and said dispenser control signals;

a display and control module, coupled to said intermediary module;

a display, coupled to said display and control module, for displaying multimedia content;

wherein said intermediary module transmits at least one transaction signal from said fuel dispenser to said communications interface and to said display and control module.

2. A system in accordance with claim 1, wherein said intermediary module modifies at least one dispenser control signal received from said communications interface and transmits said modified dispenser control signal to said fuel dispenser.

3. A system in accordance with claim 1, wherein said intermediate module modifies at least one transaction signal from said fuel dispenser and transmits said modified transaction signal to said communications interface.

4. A system in accordance with claim 1, wherein said display and control module generates control signals to control said intermediary device to generate dispenser control signals and apply said dispenser control signals to said fuel dispenser.

5. A system in accordance with claim 1, further comprising a server, coupled to said display and control module by a communications link.

6. A system in accordance with claim 5, wherein said communications link comprises a wireless communications link.

1 7. A system in accordance with claim 5, wherein said server transmits multimedia content
2 to said display and control module via said communications link.

3 8. A system in accordance with claim 7, wherein said multimedia content is displayed on
4 said display.

5 9. A system in accordance with claim 1, further comprising a user interface, coupled to said
6 display and control device, for allowing a user to specify that an additive is to be dispensed with
7 fuel dispensed by said dispenser.

8 10. An intermediary module adapted to be coupled to a fuel dispenser, a dispenser
9 controller, and a display and control module, said intermediary module responsive to dispenser
10 control signals transmitted from said dispenser controller to process said control signals in
11 accordance with programming provided by said display and control module and to transmit said
12 processed control signals to said fuel dispenser.

13 11. An intermediary module in accordance with claim 10, wherein said intermediary module
14 is responsive to transaction signals transmitted from said fuel dispenser to process said
15 transaction signals in accordance with programming provided by said display and control
16 module and to transmit said processed control signals to said dispenser controller.

17 12. An intermediary module in accordance with claim 11, wherein said intermediary module
18 is responsive to control signals from said display and control module to generate dispenser
19 control signals to be applied to said fuel dispenser.

20 13. An intermediary module in accordance with claim 12, wherein said intermediary module
21 is responsive to control signals from said display and control module to generate transaction
22 signals to be transmitted to said dispenser controller.